

Billy McGlone

221 Horseshoe Circle
Americus, GA 31719
704-390-6551

Portfolio website - www.billymacdesign.com
email - billymacdesign@aol.com

SUMMARY

Creative and dedicated Art Director. I possess extensive experience in graphic design with an emphasis on corporate identity. Areas of expertise include the creation of logo designs and development of advertising concepts for corporate businesses. Strengths comprise the use of one color through four color process while creating marketing material such as websites, packaging, brochures, flyers, mailers or any other printed and on-line need. Excellent time management skills with a proven record of producing results that excel the initial requirements while consistently completing projects ahead of deadlines.

WORK EXPERIENCE

Magnolia Manor, Americus, GA 2018 - 2020

Art Director

- Responsible for branding the Manor and Methodist principals through all media.
- Design a variety of advertising material for Magnolia Manor including our Magnolia Manor Magazine.
- Website design and social media posting
- Designed Brochures, flyers, posters, e-newsletters, signage, displays and web banners.
- Instructed staff in branding and photography

Domtar Paper Company, Fort Mill, S.C. 2016 - 2017

Freelance/Contract Graphic Designer

- Design a variety of advertising material for sales and marketing
- Create new and innovative package designs
- Design collateral for Xerox, Staples, Office Depot, Office Max and other independent office supply companies.
- Develop web banners, brochures, flyers and various print materials as needed.

Admark Graphic Systems, Charlotte, N.C. 2014 - 2016

Creative Director

- Directing design staff to achieve the best and most creative designs for our clients.
- Developing marketing material for trade shows, events and printed collateral.
- Design creative layouts for large format printing to be used on vehicles, sports arenas and corporate offices.
- Worked directly with Coke, Pepsi, Lance, Food Lion, Randy Marion, AutoZone and others to create marketing material.
- Design Corporate video presentations, and other advertising collateral using Final Cut Pro and Power Point.
- Designed, updated and maintained corporate website.
- Collected and supplied web analytical data with Google Analytics for use in the marketing department.

Prodigy Diabetes Care, LLC Charlotte, N.C. 2009 - 2014

Creative Director

- Directing design staff to adhere to strict branding message in which I developed in conjunction with the Marketing dept.
- Creating marketing material for packaging, trade shows, sales department, events and printed collateral.
- Calibrated with Walmart, Humana as well as international markets in Saudi Arabia, China, India and Taiwan to create medical supplies.
- Designing, maintaining and updating corporate website using WordPress.
- Design Corporate presentations, and other advertising collateral using Adobe CS - Photoshop, Illustrator, InDesign, Final Cut Pro X, WordPress and Power Point.
- Maintain the Macintosh computers for the Design Department, which includes ordering new software and troubleshooting
- Budgeting and managing supplies for department.
- Designed, updated and maintained corporate website.
- Collected and supplied web analytical data with Google Analytics for use in the marketing department.

Admark Graphic Systems, Charlotte, N.C. 2004 - 2009

Creative Director

- Directing design staff to achieve the best and most creative designs for our clients.
- Developing marketing material for trade shows, events and printed collateral.
 - Design creative layouts for large format printing to be used on vehicles, sports arenas and corporate offices.
 - Designing, maintaining and updating corporate website.
 - Design Corporate presentations, and other advertising collateral using Final Cut Pro and Power Point.
 - Maintain the Macintosh computers for the Design Department, which includes ordering new software, troubleshooting and installing all software.

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(VIACOM) Paramount Parks Corp. Office Charlotte, N.C. 1996 - 2004

Senior Graphic Designer

- Design a variety of packaging, merchandise and apparel sold within the five parks and attractions across the U.S.A. and Canada.
- Design Corporate presentations, and other printed material consistently meeting deadlines.
- Supported marketing department and web master by creating artwork and photographs for corporate websites.
- Train associates on wide range of design software packages including Macintosh equipment.
- Maintain the Macintosh computers for the Design Department, which includes ordering new software.

Sports Pages, Inc. Gastonia, N.C. 1993 - 1995

Art Director

- Designed new lines of sportswear for the collegiate and resort markets around the country.
- Developed brochures and catalogs for the company.
- Supervised and instructed color separating artists
- Created concepts, mailer's for customers and sales force such as J.C. Penney, Bonds Worth and other clothing manufacturers for screening printing and embroidery.

Charlotte's Web Charlotte, N.C. 1992 -1993

Graphic Designer

- Layout, paste-up and design ads for a number of retail newspapers.
- Prepared files for pre-press.
- Maintained computer systems.

Huntington Pennysaver Inc. Huntington, New York 1984 - 1992

Designer/Computer Coordinator/Supervisor

- Created Ads and compositions for press.
- Trained and supervised personnel.

ADDITIONAL EXPERIENCE

Business North Carolina, Charlotte, NC 2001-2008

- Freelance artist • Computer consultant

TECHNICAL SKILLS

All Adobe Products including Final Cut Pro X Wordpress
Microsoft Office Agfa & Umax Color Scanner Quark Xpress PowerPoint Keynote
System Software for MAC Internet Software and current programs. EtherNet Networking

EDUCATION

B.F.A. in Art and Certificate of Teaching Concentration: Education and Fine Arts
Southern Illinois University, Carbondale, IL

Hobbies: Stop-motion Animation. - VIMEO account - <https://vimeo.com/61429542>

References:

Macy Daniel - Magnolia Manor - 229-938-8134 Email: macydriver@icloud.com
David Coates - D. Coates Design, LLC - 843.450.6392 Email: david.coates@mac.com
Ricky Ferrigan - Admark IT - 704-634-0507 Email: Ricky.Ferrigan@gmail.com